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BACKGROUND SUMMARY

Executive with exceptional and proven business management skills. Performed in progressively responsible positions with Sprint Communications in a diverse career highlighted with Marketing management and leadership, government relations, business cultural change and budget management. Due to planned acquisition of Sprint by World Com, volunteered for early retirement to pursue teaching opportunities and community service. Major qualifications and experience include the overall responsibility for Consumer/Small Business product management, strategic planning and the development of new business opportunities. In this capacity, responsible for growing revenues and income by 30% over a four year period on a base of \$30,000,000. Held positions directing the competitive strategy and contract negotiations which encompassed revenues totaling \$180,000,000. Outstanding communications skills demonstrated through testifying before the Pennsylvania House and Senate and the FCC. Industry leader for the Governor of Pennsylvania's Economic Development Task Force. Upon retirement from Sprint, began teaching MBA Business policy courses, which bring together previous course work to focus on today's business strategies at Baker University. An active modeler for 35 years, held leadership position in several clubs throughout the U.S. and serve on the AMA Board of Directors. Attributes include:

- Proven track record in leading Marketing Department in profitable deployment of products and services
- Solid Management Skills with over 400 employees
- Contract Management and Negotiations
- Testified in State and Federal hearings relative to regulatory compliance
- Headed PA economic development which resulted in approved State legislation
- Budget management and administration
- Developed and teach graduate and undergraduate courses in strategic planning and creativity at two major universities.
- Excellent people, customer service and personal computer skills

AMA EXPERIENCE

District IX VP

2005-Present

- Established a District IX web site
- Held a Lawrence, KS District fly-in
- Traveled to all six states to meet with modelers to encourage continued open communications.
- More than doubled the number of Leader Clubs in District
- Brought Omahawks, with approximately 200 members, into the AMA as a Chartered Club
- Developed a strong AVP team which handles day to day AMA issues within the District

MARKETING

2005-Present

Created, developed and implemented the following Marketing programs to stimulate membership growth.

- Park Pilot Program
- Buddy Box Program
- AMA All-Star Team

Worked to educate staff and Executive Council on Marketing strategies. Explained the importance of product life cycles, target markets and market segmentation, the importance of customer service and product pricing.

MERGERS AND ACQUISITIONS

2006

Worked with EC members to ascertain the value of purchasing an on-line entity and presented facts to Board.

CREATING VALUE PROPOSITION AT MUNCIE FACILITY**2005-Present**

Brought in Frank Tiano to develop plan for Air Show America which was estimated to render a positive financial and public relations return. Continue to provide strategic support to XFC event.

PUBLIC RELATIONS**2008-Present**

Researched and contracted PR firm J Walcher Communications who have been extremely active in bringing media attention to AMA which includes:

- Press releases
- Articles in various on-line magazines including Forbes.com
- Article in Newsweek magazine to be released July 14
- In progress
 - ESPN coverage
 - Fox News-Chicago interview
 - Delta airlines article
 - Park flyers for sale in Holiday Gift Guides

AMA CONVENTION**2008**

Headed committee to review applicants to manage 2009 convention. Socialized ideas with key EC members and came to consensus to present to Board which was approved.

POSITIONING AMA**2005-Present**

Developed and nurtured relationships with key industry stakeholders as Hobbico, Horizon, Global and Hobby Lobby.

PROFESSIONAL EXPERIENCE**BAKER UNIVERSITY and CAPELLA UNIVERSITY****2001-Present**Adjunct Professor

Teaching the capstone courses for graduating Baker University (traditional environment) and Capella University (online environment) to business and management seniors in the study of Strategic Planning.

- Designed, wrote and teach graduate level course in Baker University's MBA program on innovative business thinking. The course presents to students the following:
 - teach graduate students to reach beyond traditional confines and explore innovative approaches to critical thinking.
 - students discover goal setting and life balance techniques to enhance professional decision-making.
 - develop an appreciation for innovations which changed the way we live and use that knowledge to identify future world-changing innovations.
- .Wrote and teach online capstone course for Capella University Business Administration undergraduate degree.

Baker University accomplishments:

- Presented 2004 Outstanding Faculty Service Award in Business and Management

PUBLIC SPEAKING EVENTS**2007**

Spoke at the State Convention of the Association of Government Accountants (AGA) which is a professional organization created to support government financial professionals in the Federal, State and Local level of the government, as well as the private sector. Their membership encompass professionals in the field of accounting, finance, budgeting, auditing, system administrator, and contracting.

The mission of this Association is to provide continuing professional education (CPE) hours through monthly luncheons, local and national seminars/conferences, and audio conferences.

SPRINT**1972-2000**

Last position held: Director Local Market Integration

Completed assignments in four locations throughout the US. Most recent, 1997-2000, in Kansas City with ultimate responsibility for launching Sprint into the Bell telephone local telephone business.

Accomplished responsibilities by overcoming legal, regulatory and competitive opposition and worked towards obtaining the needed mix of network, system and service components to compete for

local customers. Led Sprint's negotiations with Bell Atlantic to enter their markets, ensured ongoing contract compliance and service quality and evaluated cost-effective alternatives for local access and features. Proven conflict resolution skills as point of coordination and mediation between internal Sprint operating organizations and the competition. Provided litigation and advocacy support in both Federal and State matters. Served as Sprint's representative in four separate arbitration cases throughout the U.S.

While on the East Coast assignment (1982-1997), held four key Director level positions in the Marketing Organization. Responsible for strategic Market Planning which positioned corporation to maximize sales and income in Pennsylvania and New Jersey. In this capacity, responsible for growing revenues and income by 30% over a four year period on a base of \$30,000,000. Held positions directing the competitive strategy and contract negotiations which encompassed revenues totaling \$180,000,000. Outstanding communications skills demonstrated through testifying before the Pennsylvania House and Senate and the FCC. Chaired the Governor of Pennsylvania's Economic Development Task Force which resulted in legislation and an Economic Development Center. Directed work force of approximately 400 employees which included business and consumer product management, consumer sales, advertising, sales and intermediate marketing (public paystation and directory employees), a 25 employee telemarketing center, and a small entrepreneurial area which addressed new business ventures.

EDUCATION

- Masters of Business Administration, Webster University 1982
- BA Industrial Arts Education, Purdue University 1972

PROFESSIONAL TRAINING

- Completed Capella University Faculty Development course to obtain online teaching skills
- Institute for Creative Leadership, Greensboro NC
- "Information Technology: Executive Partnerships in the 90's" IBM Advanced Business Institute,-Palisades, New York
- Rate case/witnessing school
- Northern Telecom's Aspen Institute with concentration on the Information Age, - Wye Mills, MD
- "Competitive Strategies" at Duke University's MBA school, -Wake Forest, NC
- "Understanding Local Exchange Competition in the US" as taught by TRA and subsequently brought this two day seminar to Sprint

BOARD OF DIRECTOR SERVICE

- Academy of Model Aeronautics 2005-Present
- Baker University-Curriculum committee 2004-2005
- Koesten, Hirshchmann and Crabtree Inc.-financial advisors 2001-2004
- PA Habitat for Humanity charter board member for Cumberland Valley 1991-1997
- Keystone Council Boy Scouts of America 1988-1997

COMMUNITY COMMITMENT AND CONTRIBUTIONS

- Fund raising committee member for Kaw Valley affiliate of Habitat for Humanity.
- Treasurer for church
- Represented Sprint in fund raising for Muscular Dystrophy and recognized as raising the most money for this charity in the Carlisle, PA area